

Indiana's Experience: Marketing of Dissolvables

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2002



2009

Some things never change.

Although this time, the guinea pigs are your children.

In 2002, we ran an ad expressing outrage that leading tobacco companies constantly use Indianapolis residents as guinea pigs to test their new tobacco products. My, how times haven't changed. Indianapolis continues to be a laboratory for big tobacco's experiments. Now, it's happening again. In the coming months, a leading tobacco company will be using Indianapolis residents as guinea pigs to test their new dissolvable tobacco products – strips, sticks and orbs that are virtually undetectable when used in the workplace or the classroom. What's horrifying is that, with sleek candy-like packaging and cool flavors, they're targeting your kids! As a parent who loves your kids, let your voice be heard. Visit www.voice.tv to find out more about how your kids are being used as guinea pigs – and how to tell them enough is enough. **LEAVE US ALONE!**

voice
www.voice.tv

Camel Dissolvables

- Columbus, OH
- Portland, OR
- **Indianapolis, IN**



Poison control

Poison Control Memo on Dissolvables.pdf - Adobe Reader
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**INDIANA
POISON
CENTER**

News Release
Methodist Hospital
I-65 at 21st Street
Indianapolis, Indiana 46206-1367
Telephone: (317) 962-2335
Contact: James Mowry

For Release: Immediate January 1, 2009

New Forms of Smokeless, Spitless Tobacco Put Users and Children at Risk

Tobacco companies are test marketing and debuting new “dissolvable tobacco.” These products are being promoted as an answer for smokers who are unable to smoke due to smoking restrictions in the workplace, at home and in social situations. Dissolvable tobacco may also be

8.50 x 11.00 in 11:14 AM 1/13/2012

Which one is tobacco?



Which one is tobacco?



Which one is tobacco?



AWARENESS AND PERCEPTION AMONG YOUTH

What have you seen/heard about dissolvables?

- Wouldn't recognize it as tobacco; Cops wouldn't recognize
- No smell from tobacco
- Loophole for tobacco free areas
- Looks like a cell phone
- Give away as candy
- Targets teens because older people won't switch
- Looks like pills, vitamins, dog food
- I would just take all of those pellets out and put it in an altoid can so that when I'm searched, all they'd find is altoids

Thoughts about the campaign?

- Older people already using cigarettes and won't use it; Older people aren't going to switch to this
- Obviously targeted to kids
- A way to not smell like smoke
- More targeted toward “new” tobacco users

MARKETING

Retail experience

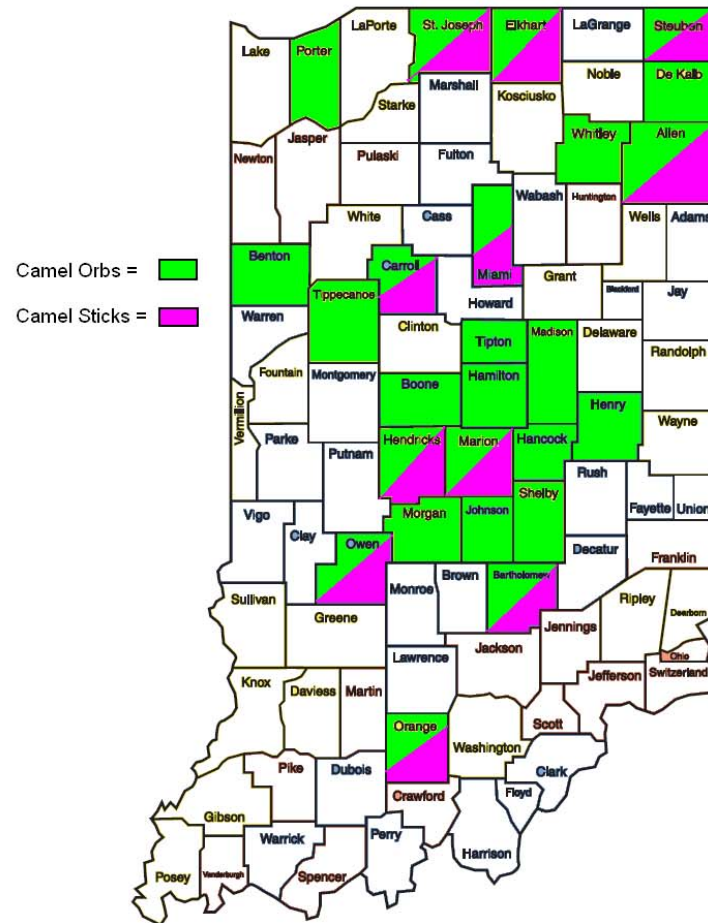
Sunday, February 22, 2009 , approx. 4:00 p.m.

- The yellow, rectangular "Dissolvable Tobacco" sign is posted waist-high beneath the handle of the door.
- I approached the counter and asked if they carried the dissolvable products. I was told that they did not.
- I spotted them behind the counter in the middle of the display and asked, "Well, what are those?" The clerk told me that they had the "pills" but that they do not yet have the dissolvable tobacco, meaning the Strips.
- He explained that everyone he knew who had "taken" the Orbs, which he described as "these diet pill-type things," has gotten sick.
- I paid \$3.59 for each pack and paid .50 sales tax for the purchase. I did not receive any additional information or offers about the products.

 dissolvable

ENTERING
PROHIBITED
FOR WORKING
SCHOOL
HOURS

Availability of Camel Dissolvable Tobacco Products April, 2009



Methods of marketing

- Online presence
- Retail store coupons-customer card
- Direct mail-with purchase or free trial (May 2009-August 2010)
- Alternative newspaper inserts (mostly free)
- How-to guides
- Point of purchase sampling packs



dissolvable TOBACCO

WARNING:
THIS PRODUCT
MAY CAUSE
MOUTH CANCER

home

tobacco for today

orbs

sticks

strips

lets talk



Orbs

Camel Orbs, the all around Dissolvable. These tiny pellets give you the flexibility to enjoy a little tobacco when and where you want. Orbs come in Fresh and Mellow, so you can choose from the best of both worlds.

Just pop one in your mouth and let it dissolve. That's it. Some people like to



**Sep
01**

Tried anything new lately?



Camel Sticks and Strips just hit shelves a few weeks ago, and we can't wait to hear what you think!

We understand the idea of dissolvable tobacco may be new to some of you. And for that reason, you may not know what to expect.

Many who have tried Sticks compare it to a cigarette experience, because you can hold it between your fingers and lips. Also, it's easy to control how much of the stick you want - just break it apart and save some to enjoy later.

With Strips, you'll get that cool, fresh flavor. So, menthol smokers, this may be a familiar taste to you.

Depending on your personal style, Camel Sticks and Strips got you covered.

So, give them a try. And tell us what you think. We'll be here.

COMMENTS 1/2

Sep
15

Posted By: **zomboy** September 15, 2009 2:43 PM

i would relly like to try ...please.. send them to michigan... i need it!

Sep
14

Posted By: **roller4coaster20** September 14, 2009 2:08 AM

Okay RJ Reynolds when are we getting these in Florida?

Sep
11

Posted By: **sublimetart** September 11, 2009 9:13 PM

i really like the sticks, they are great in bars you cannot smoke in. the orbs dissolve pretty quickly tho. the packaging on the sticks isn't so great. i have had to break open two packs as they get stuck in opening. odd they are only for sale in certain areas, maybe since we (Portland) have stricter smoking laws now?

Sep
11

Posted By: **oneguf** September 11, 2009 7:10 PM

When will the Camel Sticks

Sep
11

Posted By: **Luna** September 11, 2009 5:26 PM

tired of sneeking around just to get a smoke.!! Im grown and i dont agree with all the new restrictions. When will these products be available in NC?

Sep
11

Posted By: **g4bryan** September 11, 2009 9:03 AM

sounds like me i use snus and would like to try some sticks or strips when are you coming to Tennessee?

Can't wait to try them! I talk on the phone all day and I'm not even a smoker. Since they are smokeless I am all for it!!!

I hope I can get a sample pack, I no longer drink so i have to go outside after meals. Here in Indianapolis you can only smoke in bars or over 21 places which is also where I used to get sample packs of new products

This sounds great. I really wish they had included the military in their test market strategy. Working in the submarine fleet means smoking is even more restricted. I can't wait to get my hands on these.

Social Marketing? YouTube Videos...

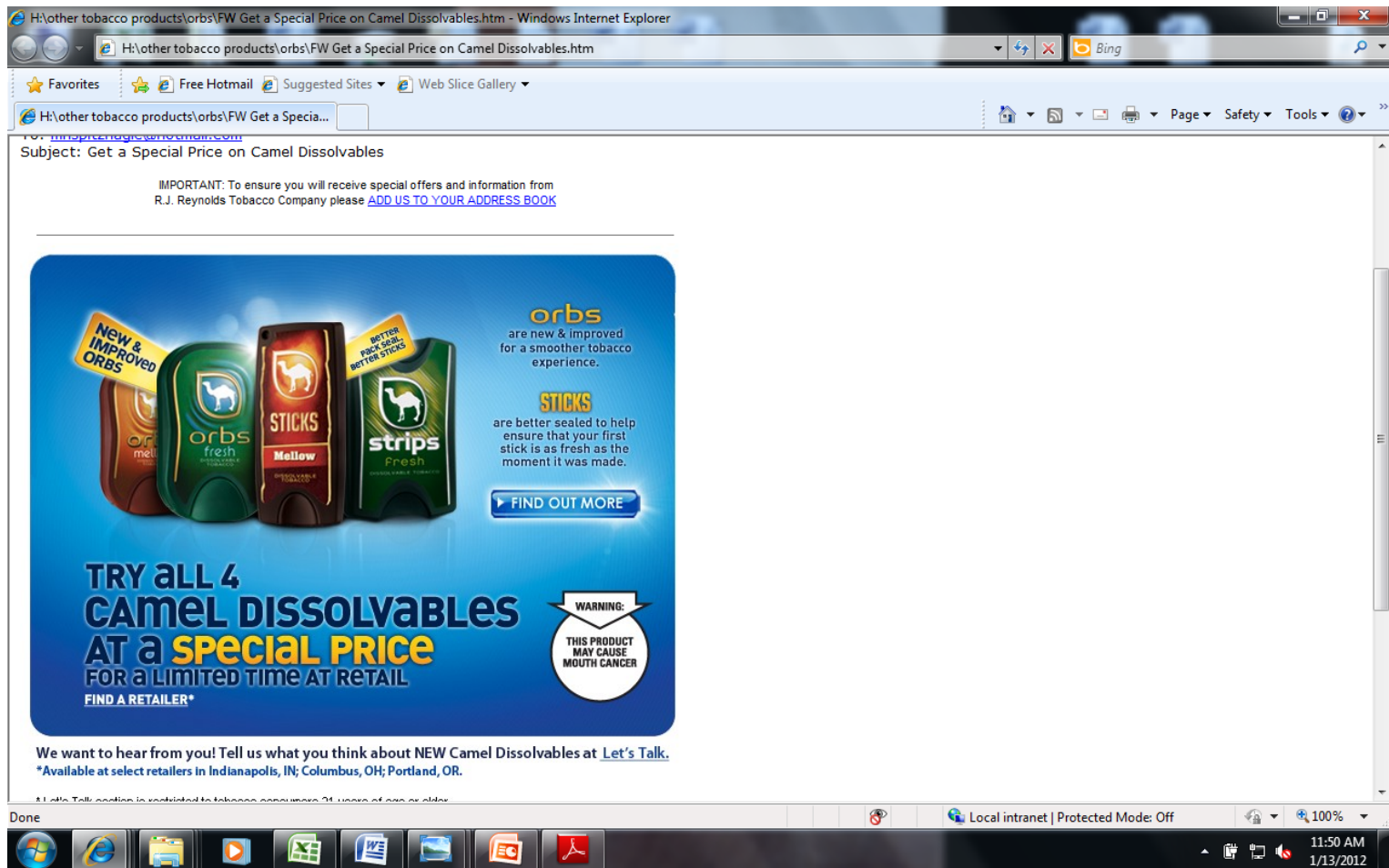


“I wonder how many it takes to overdose.”

“All I’m saying is that if you’re going to have a nicotine habit, smokeless is better.”

“You can keep them hidden and they’re great for school. Sometimes I need more than one for a buzz.”

Email marketing





introducing dissolvable tobacco



WARNING:

THIS PRODUCT
MAY CAUSE
MOUTH CANCER

©2009 R.J. REYNOLDS TOBACCO CO. (1T)

the best tobacco you never smoked



cameldissolvables.com*

*WEBSITE RESTRICTED TO LEGAL AGE TOBACCO CONSUMERS.

708025/708026

Direct Mail: May 2009



introducing dissolvable tobacco



enjoy the evolution



dissolvable TOBACCO



cameldissolvables.com*

*WEBSITE RESTRICTED TO LEGAL AGE TOBACCO CONSUMERS.

Instructional brochure
displayed inside gas
stations/convenience
stores close to cash
register



How-to guide

How to Use: Place one in your mouth. Don't chew or swallow. Move it around if you want. Let it fully dissolve in your mouth. **Enjoy Anywhere. Anytime. Anyplace.**

Sticks will last 20-30 minutes.*



How to Open Sticks' Child-Resistant Packaging



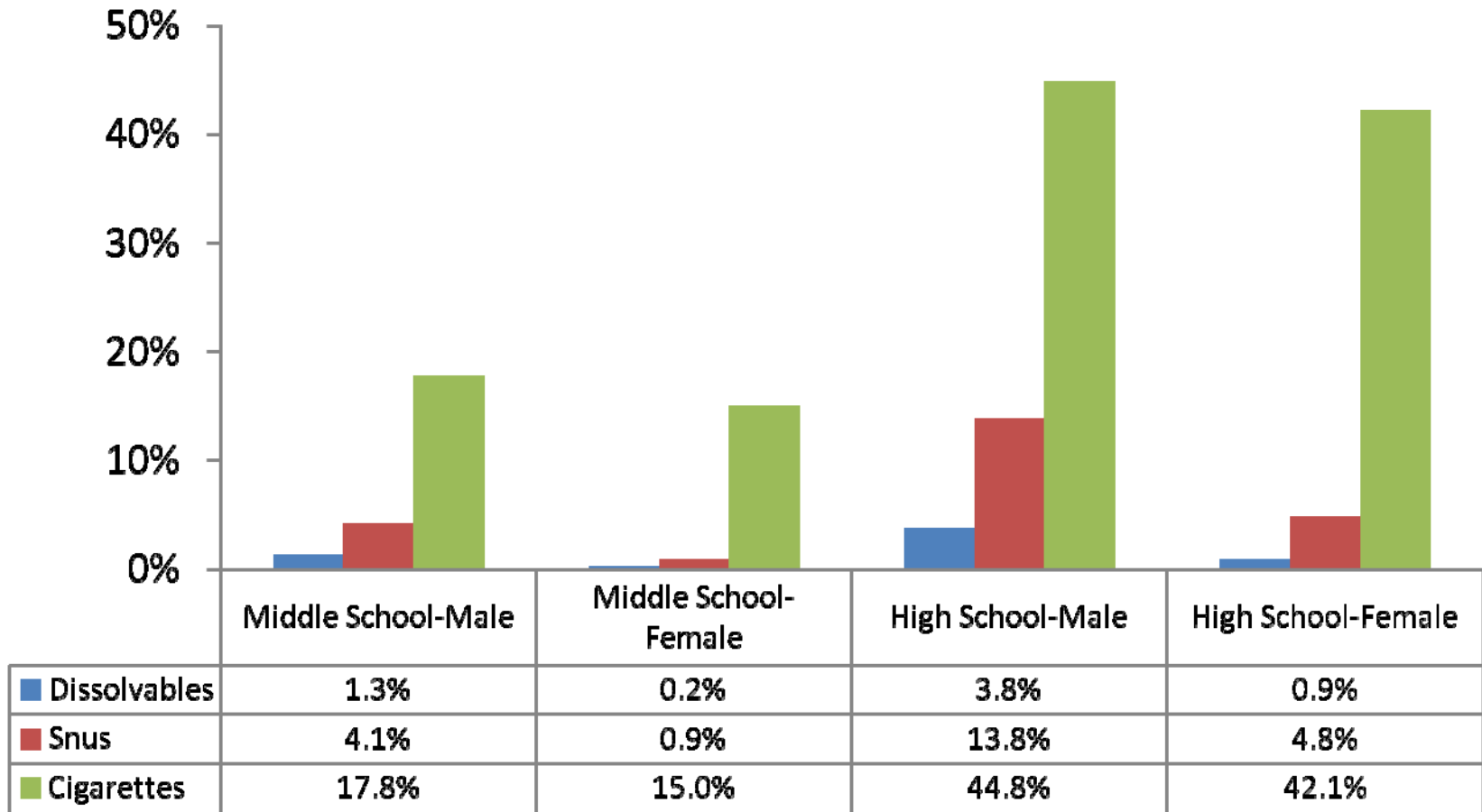
* Individual results may

State and local response

- Raise awareness in the community
- School staff presentations
- News articles and news letters
- Surveillance

State and local networks
that can partner with FDA

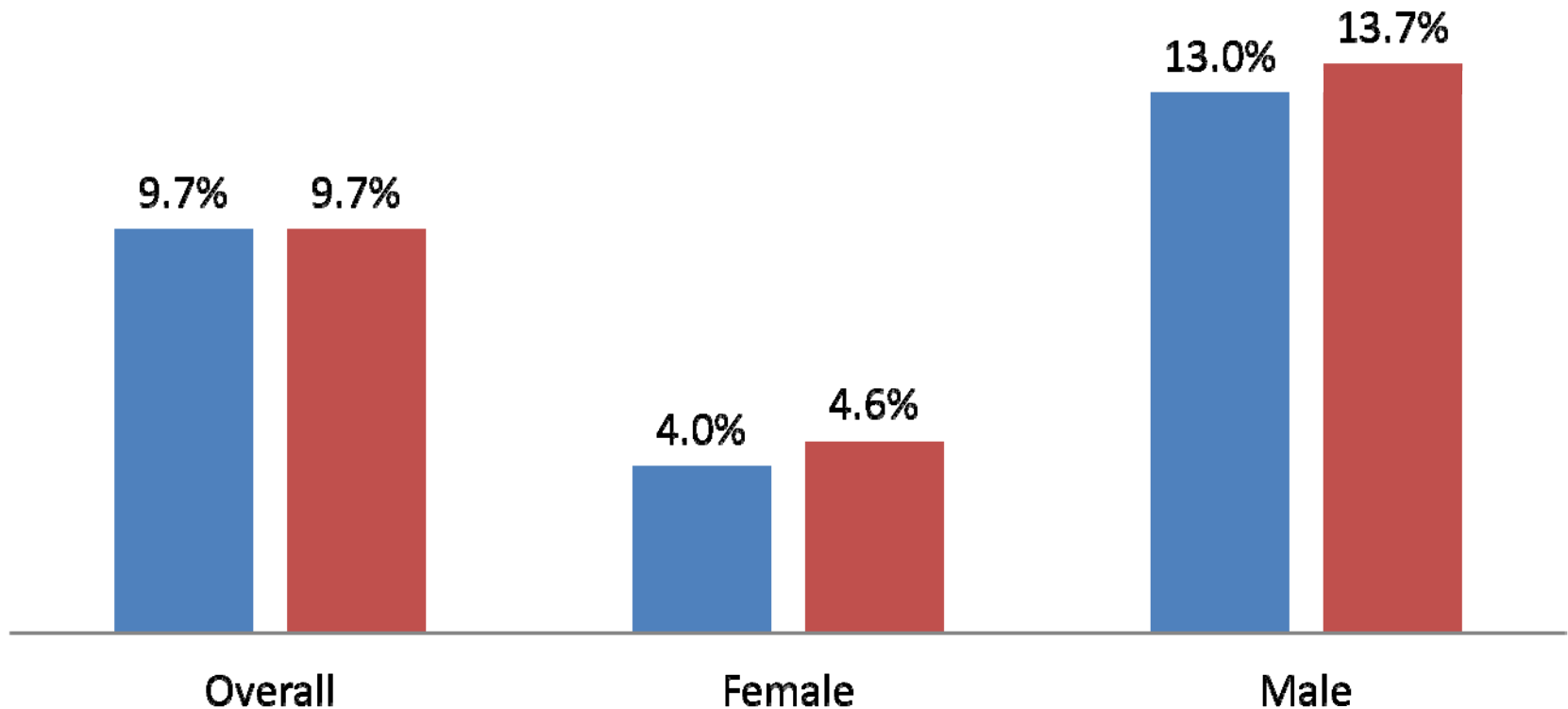
Ever use by product type, 2010 Indiana Youth Tobacco Survey



Among current smokers, trial of dissolvable tobacco

2010 Indiana Youth Tobacco Survey

■ Middle School ■ High School



Test marketing ended in January 2011

- News article in late Dec 2010-products to be pulled from stores
- Number of retail outlets still could get...9 outlets in Indy at that time

Summary

- Community concern
- Variety of marketing tactics
- Product education
- Dual use
- Test market reach beyond disclosed market
- State and community partnerships
- We need your help to respond to these new products